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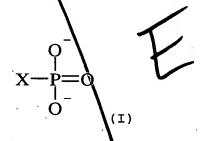
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 Direct-th-plate method of lithographic printing with a reusable substrate having a hydrophilic surface comprising the steps of:

- (a) making a negative-working imaging layer by coating on the hydrophilic surface a solution comprising hydrophobic thermoplastic particles;
- (b) making a printing master having ink-accepting areas by imagewise exposing the imaging layer to heat or light;
- (c) applying \ink and fountain solution to the printing master;
- (d) removing the ink-accepting areas from the printing master by supplying a cleaning liquid to the imaging layer thereby obtaining a recycled substrate and
- (e) treating the recycled substrate by supplying an aqueous solution having a pH<7.
- 2. Method according to claim 1 wherein the negative-working imaging layer comprises a hydrophilic binder.
- 3. Method according to claim 1 wherein the aqueous solution having a pH<7 comprises a compound according to formula I:



wherein X is OH, O or a polymer backbone.

- 4. Method according to claim 3 wherein the compound according to formula (I) is phosphoric acid or a phosphate salt.
- 5. Method according to claim 1 wherein during step (d) the printing master is treated by mechanical means such as a cloth, a rotating brush or by jetting water or a volatile medium.

- 6. Method according to claim 1 wherein the reusable substrate is a plate cylinder of a rotary press or a plate or sleeve mounted on a plate cylinder of a rotary press.
- 7. Method according to claim 1 wherein the solution, the cleaning liquid or the refreshing liquid is sprayed or jetted onto the substrate.